"Build Today the Mallue Way"

Issued Monthly Volume No. 22 Price 15 Cents

HENRY E. MALLUE & BRO., Inc.

LUMBER

LATH, SHINGLES

MILL WORK

OFFICE, YARDS AND MILL—1698-1712 GENESEE ST.

BUFFALO, N.Y.

Dear Friend:-

Select your contractor with care.

These magazines are given out to guide you in the selection of a home within your means. Price for each house is on file in our office.

But you can't buy a house as you buy groceries.

First - you must be sure that your contract (up in the thousands of dollars) is with a responsible party - thereby assuring the completion of your building free from liens.

We know the contractors and can guide you safely.

Consult us - there is no charge - no obligation.

Very truly yours,

HENRY E. MALLUE & BRO. INC.

"Home Sweet Home"

That song lives in the hearts of more American people than any other ever written. The very word "home" is dear to every one who has ever had a real one.

Why not build one for your own. Or let us direct you to new ones which we know have been well built with good materials we have furnished.

Our Home Service Department can give you a list and furnish helpful information. You can then make your selection, move in and let time do the rest —for no house is a home until it has been lived in and made rich with fond memories and tender associations. A home of your own will give you a freedom that you could never have in a rented place.

Why not look into this matter without further delay. Call and talk it over.

HENRY E. MALLUE & BRO., Inc.

LATH SHINGLES ~LUMBER~ MILL WORK

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BUFFALO, N.Y.

"WHERE THE GREATEST NUMBER GET THEIR LUMBER"

Before Remodeling

After covering the old sidewalls with Weatherbest

NEW BEAUTY *for the* Valuable Old Home

COVER up the old unpainted siding with WEATHERBEST Red Cedar Stained Shingles—the result is truly magical in transforming the old home into one of present day appearance.

Here are some of the benefits:

1 Added insulation make the house warmer in winter and cooler in summer.

2 Your home will look new and modern.

3 Eliminates repainting every two or three years.

4 Adds resale value far greater than cost of shingling.

5 Saves fuel bills—in many cases 25%.

6 WEATHERBEST soon pay for themselves in reduced upkeep.

Without obligation, we'll gladly tell you more about this easy way to beautify an old house.

HENRY E. MALLUE & BRO., Inc.

LATH SHINGLES ~LUMBER~ MILL WORK

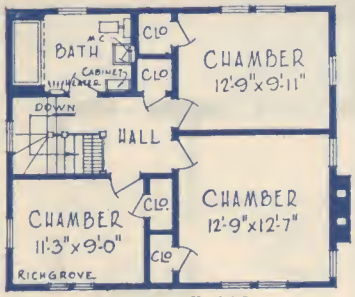
OFFICE, YARDS AND MILL ~ 1698~1712 GENESEE ST.

BUFFALO, N.Y.

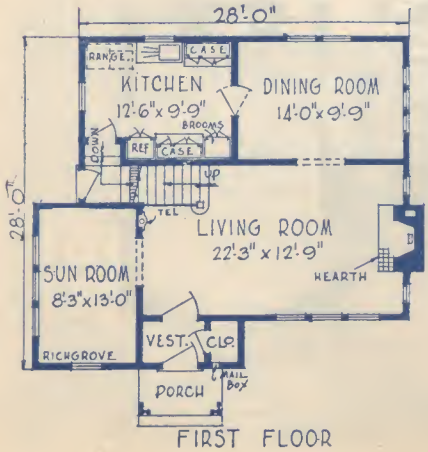
"Build Today — The Mallue Way"

The RICHGROVE

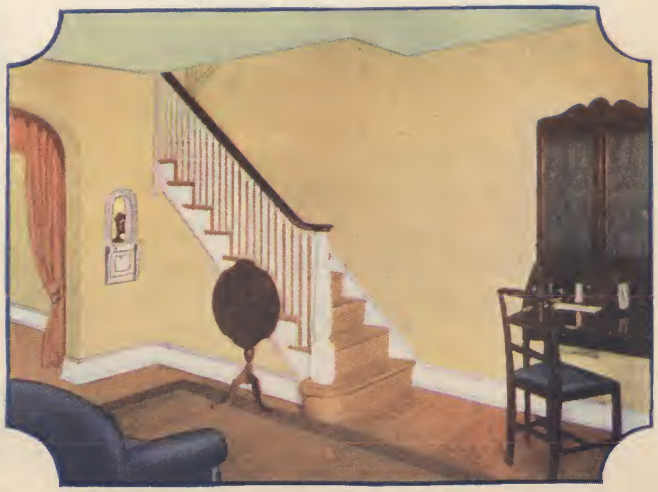
A quiet, restful charm and cheerful hospitality distinguishes this Colonial home. The large living room with fireplace and plenty of windows, the healthful sunroom and the modern kitchen are usually appreciated. All rooms are planned for the utmost in convenience and comfort. Size is 28 feet wide by 28 feet deep.



SECOND FLOOR



FIRST FLOOR

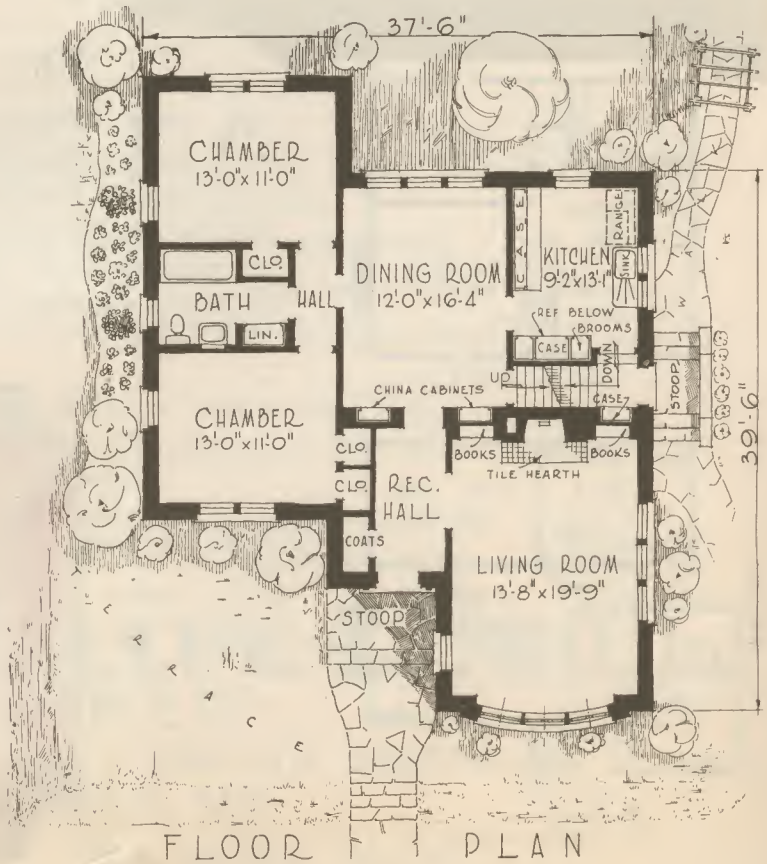


A corner of the living room showing the Colonial stair and the built-in telephone cabinet.

Our Front Cover Design

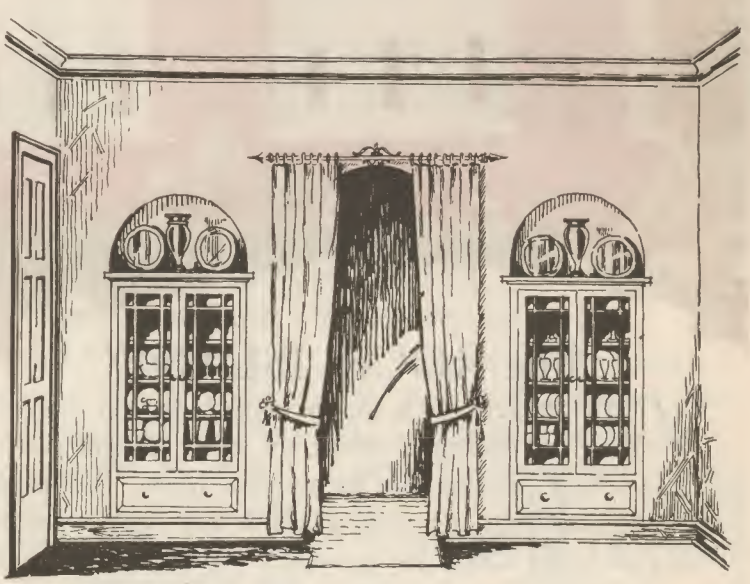
The RANKIN

THIS attractive home is portrayed in color on the front cover. For attractiveness of exterior and arrangement of interior, few homes compare with the Rankin. Its individuality and charm are sure to attract the discriminating builder. Five large, well-planned rooms are carefully arranged and equipped for comfortable housekeeping. There are many worthy features of note, some of which are illustrated on the next page.

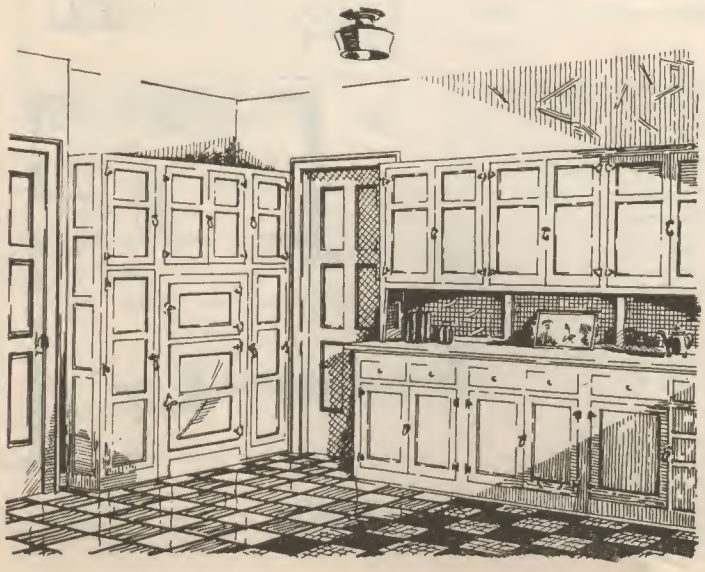


Special Features of "*The* RANKIN"

A view of the living room showing the cheerful fireplace flanked on each side with arched recesses in which are placed open book shelves. The mantel shelf is unique and exclusive.



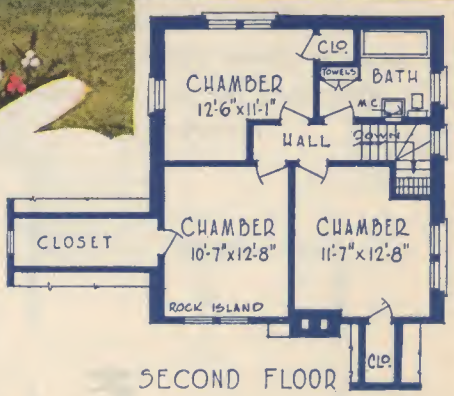
The same arch effect is carried out with the china cases in the dining room as was used in the living room. Also a spacious well appointed dining room is sure to be appreciated by the discriminating housekeeper.



And here is the kitchen which in importance to good housekeeping ranks at the top. Cabinets, work tables and utility cases are all provided and conveniently located. This model kitchen has plenty of windows so necessary for light and ventilation.

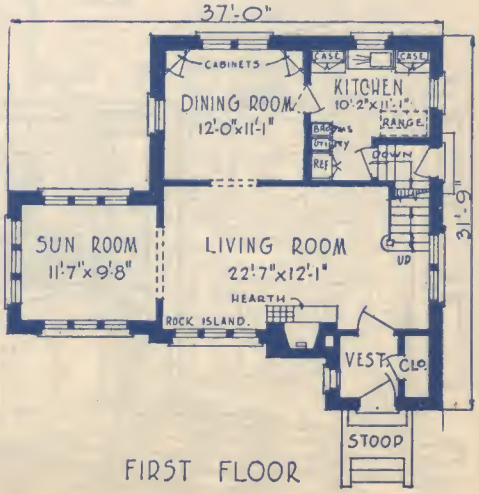
The ROCK ISLAND

"VERY attractive," is the exclamation of the passerby. Rich in exclusive detail, it is so designed as to present a very pleasing and harmonious home. Six rooms, bath and sunroom are well planned and fully equipped. Plenty of large closets are provided. The kitchen is modern. Size is 37 feet wide by 31 feet 9 inches deep.



SECOND FLOOR

View of the dining room showing attractive corner china cabinets.

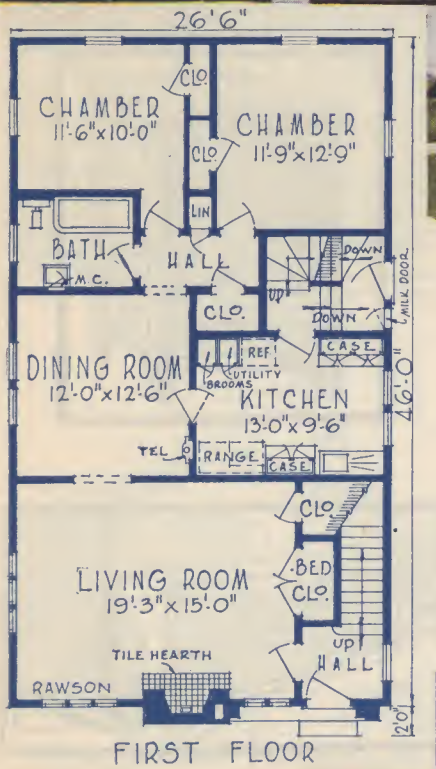


FIRST FLOOR

The RAWSON

A HOME FOR TWO FAMILIES

UNUSUALLY attractive and well designed this two-family home has the appearance of an individual home of the better type. Each floor has five large, well located rooms complete with plenty of closets. The kitchens are particularly well arranged. Disappearing beds can be operated from the living room closet. Size is 26 feet 6 inches wide by 46 feet deep.



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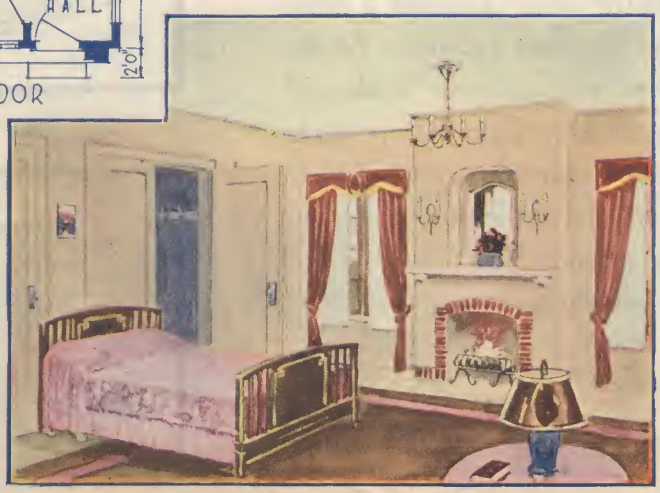
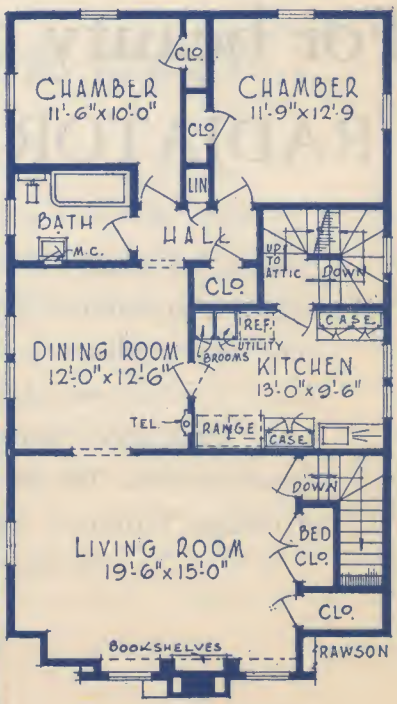


A view of the living room with disappearing bed ready for use.



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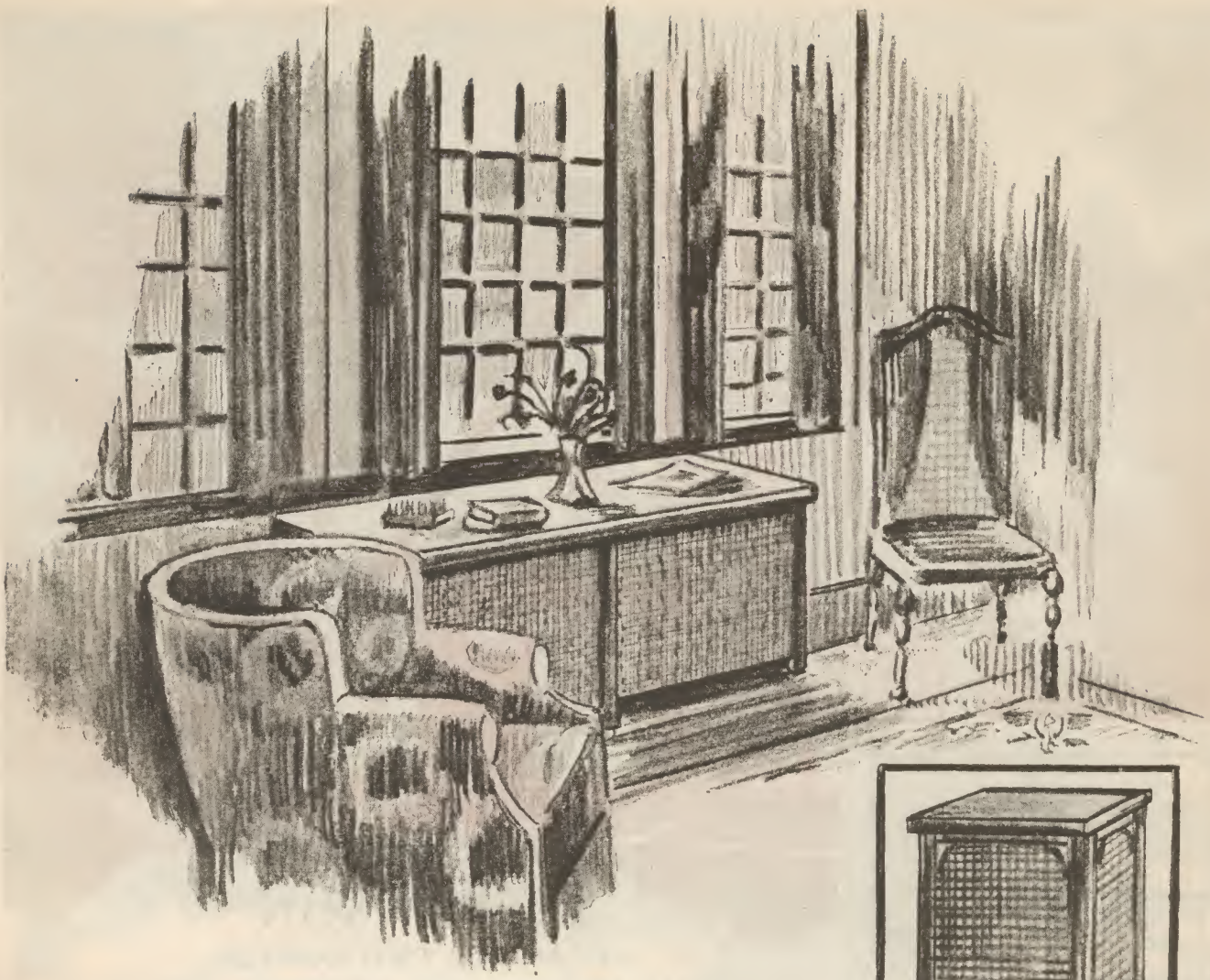
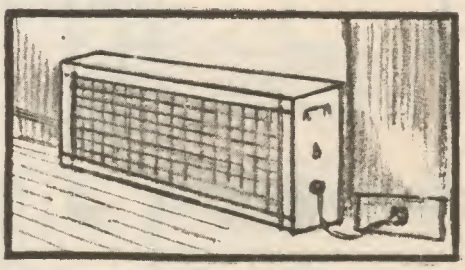
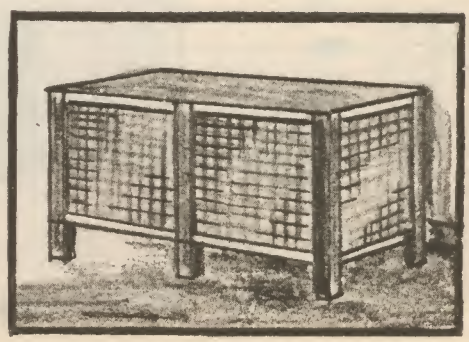


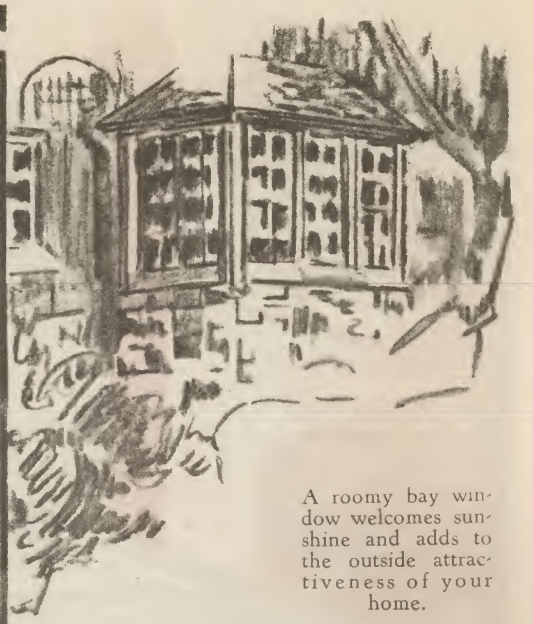
For beauty and utility:

RADIATOR FURNITURE



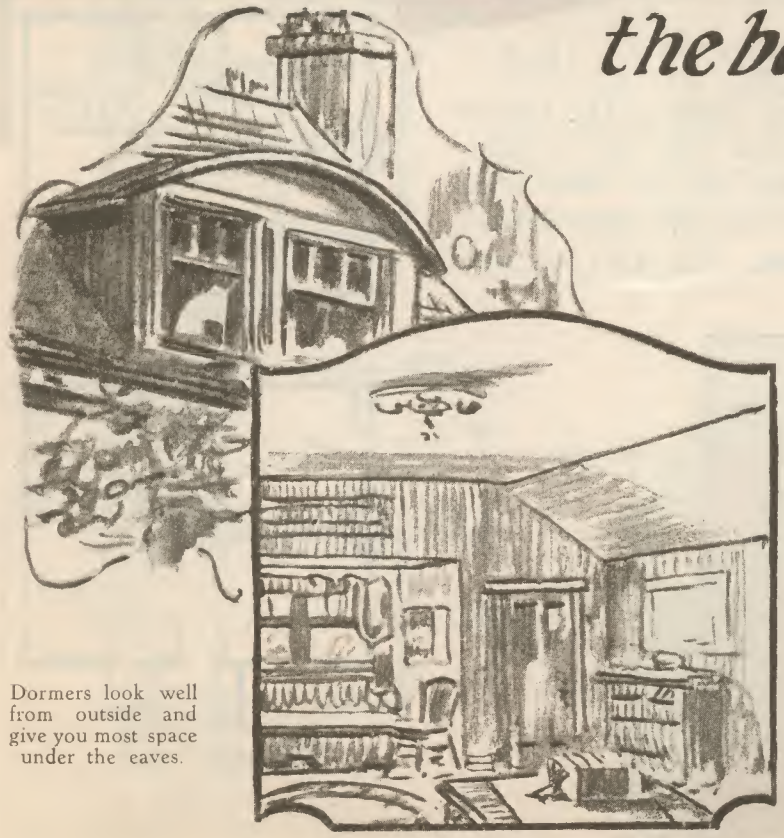


Almost any modern radiator cover presents a more attractive appearance than the bare radiator. At the same time, radiator covers protect your walls and drapes from soot and dust which are carried up by the heat. Most styles provide a handy decorative shelf against the wall. We can supply you with several styles of radiator furniture. Let us show you how they will look in your home.



A roomy bay window welcomes sunshine and adds to the outside attractiveness of your home.

Do your plans include all the bays and dormers you need?

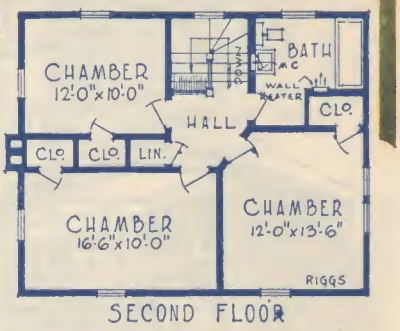


Dormers look well from outside and give you most space under the eaves.

When a bay or dormer window is added as an afterthought, it sometimes **looks** like an afterthought. The best way is to be sure your plans include plenty of windows of every kind. You can't have too much sunshine and daylight! These illustrations show how bays and dormers add to the roominess of your home. You can see, too, how attractive they are from the outside. Make no mistake — it pays to have plenty of windows.

The RIGGS

A popular example of a square house design. The exterior is effectively designed along Colonial lines and is appropriate to any good neighborhood. This type of home offers more space and larger rooms for the amount expended. Interior rooms are all equipped in modern manner. Size is 30 feet wide by 24 feet deep.



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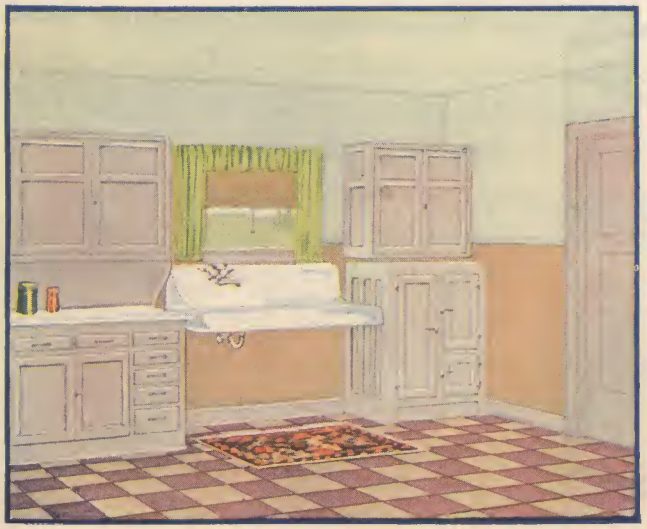
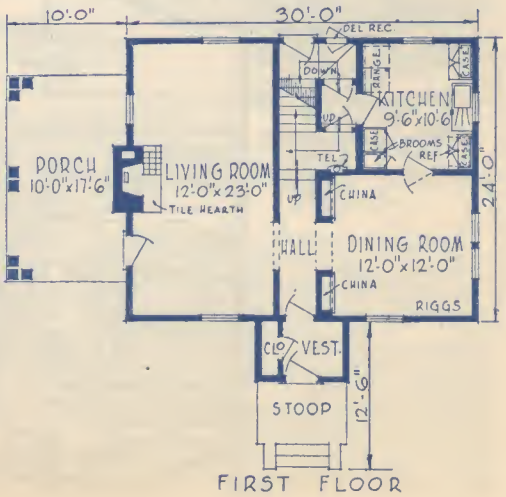
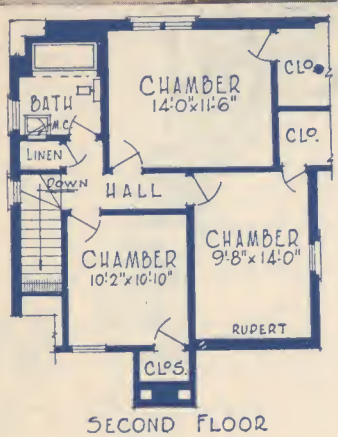


View in the modern kitchen, showing sink between utility cabinets.



FIRST FLOOR

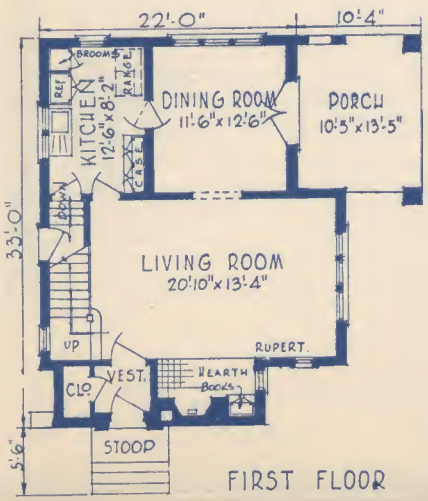


SECOND FLOOR

The RUPERT

MANY interesting roof angles give the necessary distinction. A recessed chimney also adds effectiveness to this splendid home of face brick. The floor plan deserves a thorough examination. Note the large closets and modern equipment. Size is 32 feet 4 inches wide by 33 feet deep.

Lawns, gardens and landscape benefit by the use of pergolas and rose arbors.



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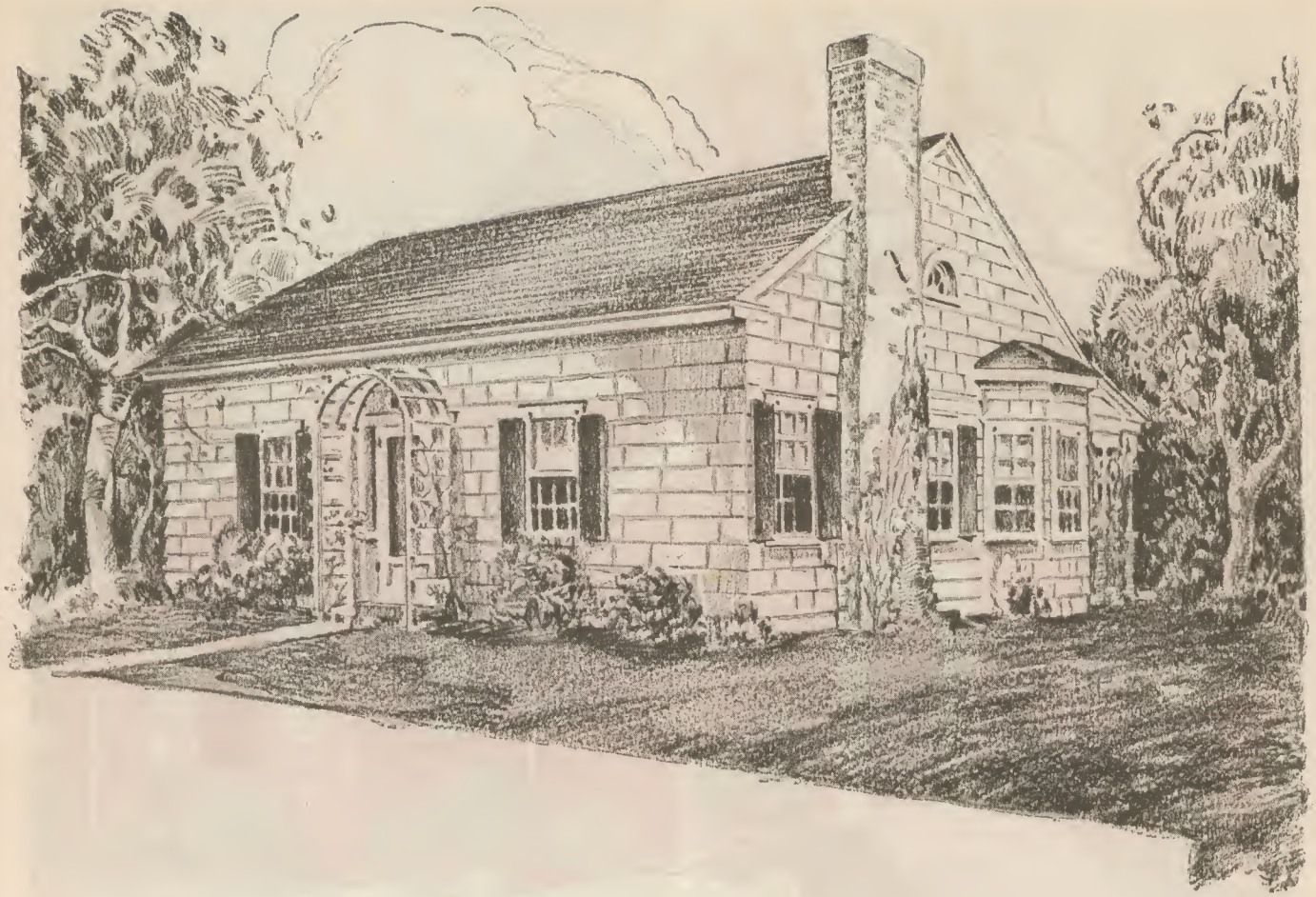


All ready to move in!

We hope that when your home is finished and the last workman has left, you will be as proud of the result as we are.

You may be assured in advance that we will be proud to furnish materials and do our part in the building of your home.

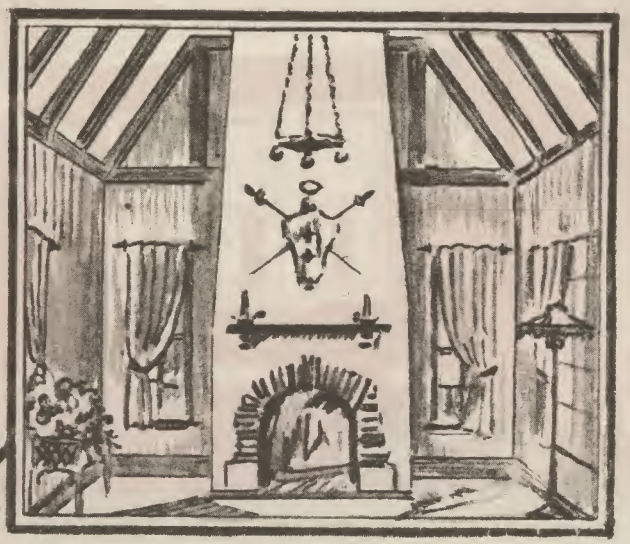
Our building plans are complete. You can visualize in advance just what your new home will be like in every detail. Our materials are all carefully chosen and fully inspected.

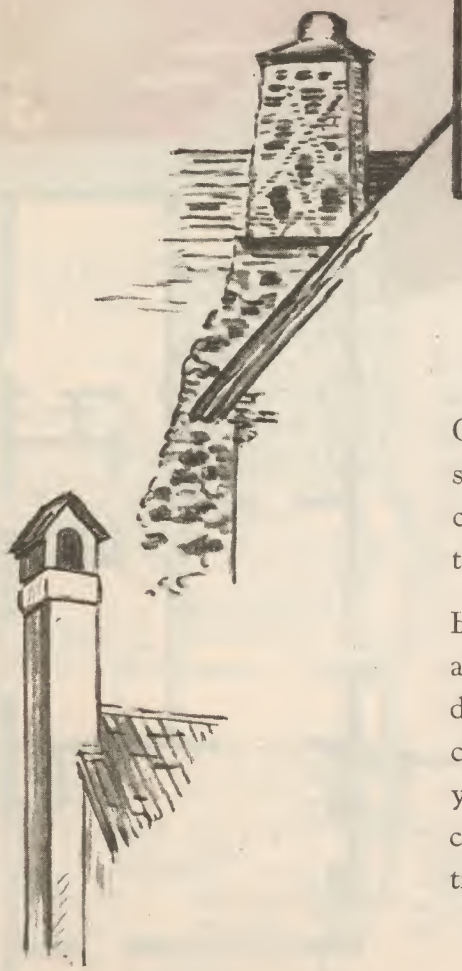
At every stage in building, we closely watch the progress and check the construction with the approved plans. We find that it is good business for us to avoid any misunderstandings and to keep all our promises. We do not intend to have a single customer of ours dissatisfied, even in the smallest way.

We take this opportunity to make you our solemn pledge . . . to protect your interests in all phases of our relations and to do our level best to please you in every possible way.

Chimneys

Inside and Out



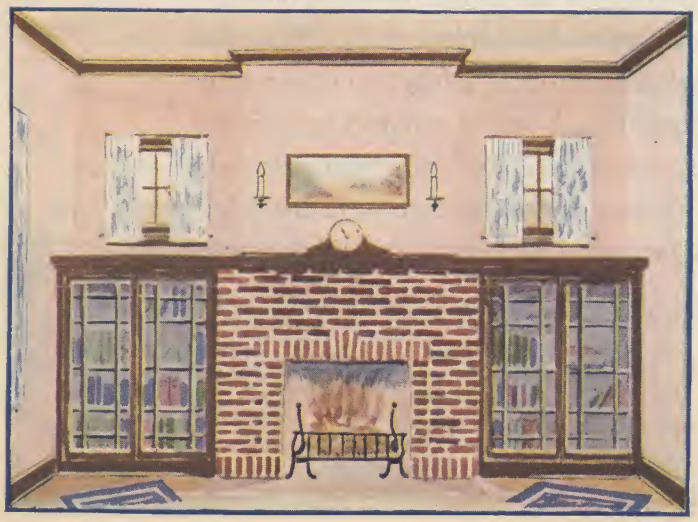


Chimneys do double duty. They dress up the outside of a house, and indoors they make possible the cozy fireplace which brings complete perfection to the living room as shown in above illustration.

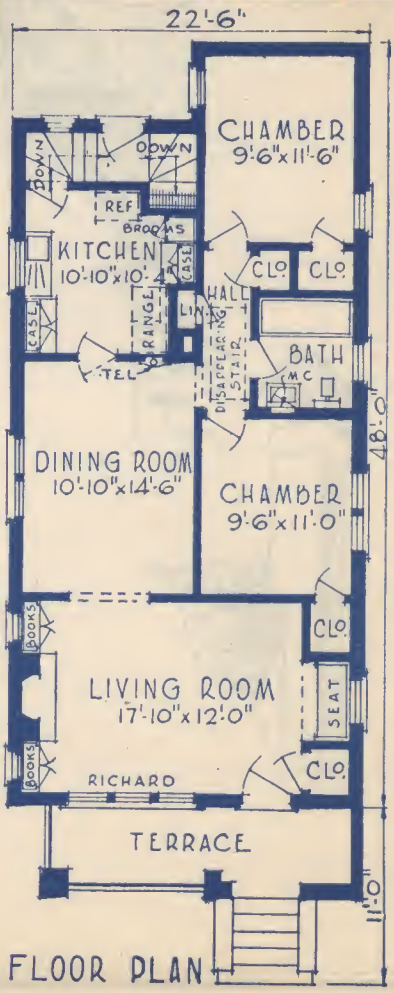
Build your chimney for the attractiveness it provides and for the comfort of the fireplace it furnishes. But do not overlook the factors of safety and economy in chimney construction. You can save fuel by building your chimney properly. And you can eliminate chimney fire hazards if you are careful in the selection of your material, workmanship and location.

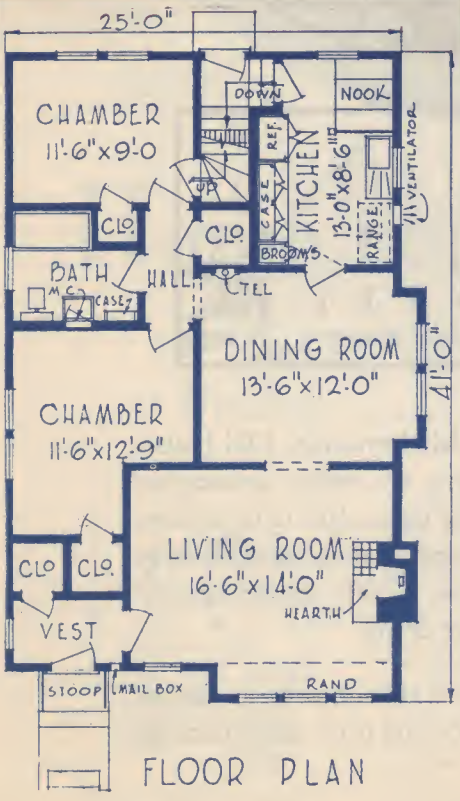
The RICHARD

A modern home in face brick, stucco and shingles, that is permanent, appealing and exceedingly livable. The arched entrance and terrace are effective and inviting. This design is complete with most modern equipment. The attic is utilized by the use of a disappearing stair. Size is 20 feet 6 inches wide by 48 feet deep.



End view of living room. Note the splendid combination mantel shelf and bookcases.

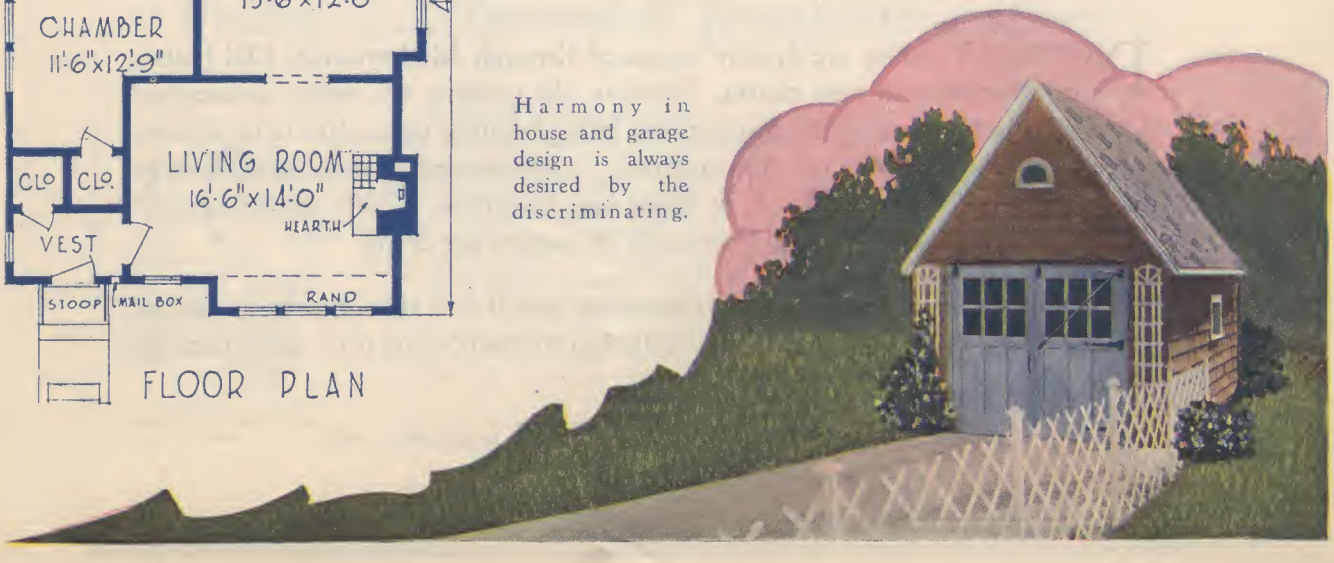




FLOOR PLAN

The RAND

THE bungalow is a pleasing innovation for the housewife. She saves many steps which of course can lessen her housework. And when all rooms are well planned and modern, what more could the family desire? A most practical kitchen is provided with all utility conveniences. Size is 25 feet wide by 41 feet deep.



Harmony in house and garage design is always desired by the discriminating.

MODERNIZE

YOUR HOME INSIDE & OUT

Modern Improvements
New Beauty
Up-to-date Conveniences
Greater Comfort

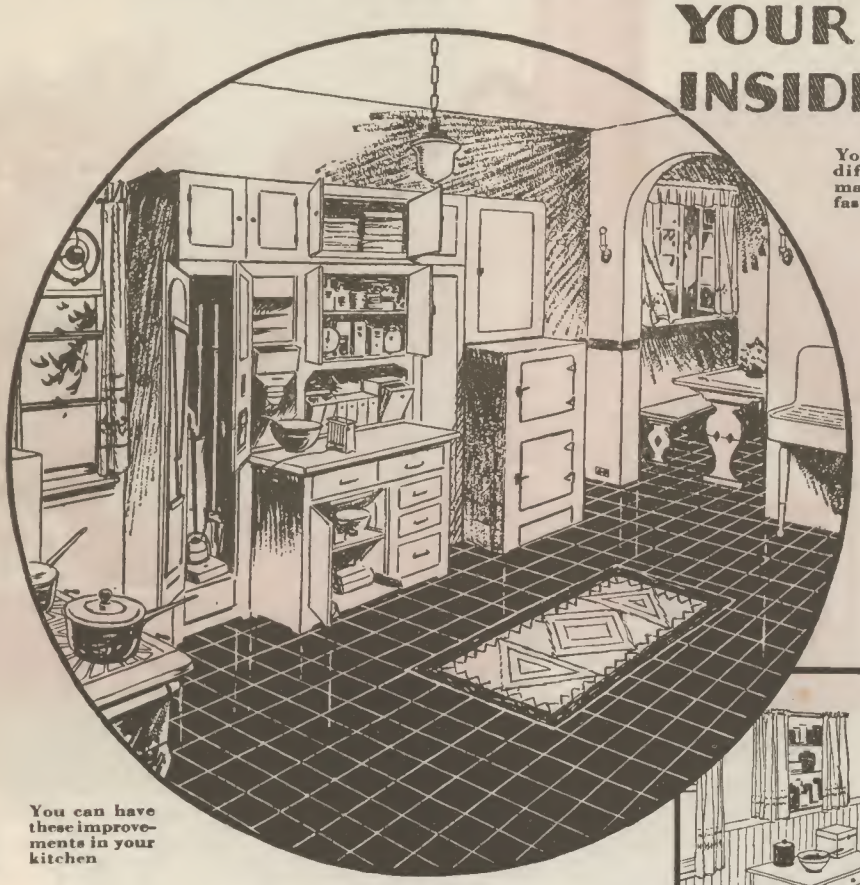
PROPERTY values are greatly increased through Modernizing. Old houses are crowned with new charm. Familiar old gardens are being landscaped. Out-of-fashion exteriors and interiors are being brought up to date with modern improvements, comforts and conveniences. . . Modernizing, on a small or large scale, is making big differences in home life, happiness, health and prosperity. You can reap these benefits as thousands of owners are doing.

Whether you do much or little modernizing, you'll find that it pays, in dollars and cents added property value, in comfort, convenience and pride of ownership. Let's talk it over.

No obligation. Consultation free. Phone, write or call on us today.

MODERNIZE

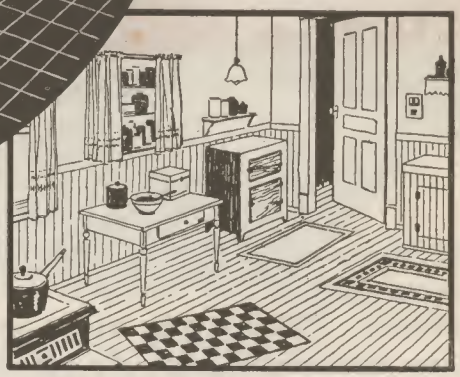
YOUR HOME INSIDE & OUT



You can have these improvements in your kitchen

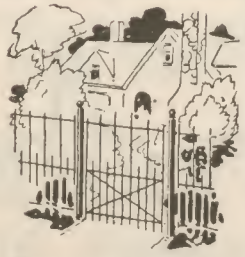
You will be surprised what a big difference Modernizing will make in your home. The old-fashioned exterior can be done over in modern style, to suit your own individual taste. Inside, the rooms can be quickly and easily transformed—beauty and comfort and value added that will far overshadow the comparatively small cost of Modernizing.

We will help you plan, advise and guide you.



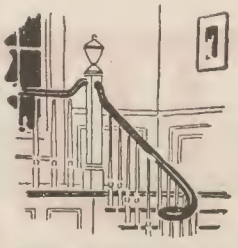
Home comforts

and conveniences add to the joy of living .... increase property values



Ornamental fencing and landscaping beautifies exteriors.

MODERN kitchens are half the size of the old fashioned kitchens—and ten times as attractive and convenient! Your kitchen can be a joy—Modernizing will make it so at surprisingly small cost. It can be rearranged to save steps and economize space. Up-to-date conveniences, attractive cabinets, floor coverings, a sparkling new stove, a built-in breakfast nook—any or all of these things are part of Modernizing your home. Throughout the house, from roof to cellar, Modernizing replaces ugliness with beauty, converts cramped quarters into spacious rooms and hallways, transforms the old stairway, the old bathroom, the old veranda, the old lighting fixtures—brings the fresh, the clean and the new which adds zest and happiness to life.

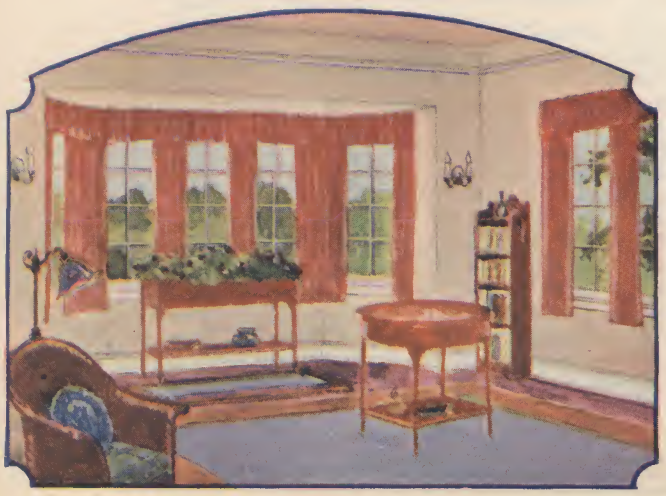


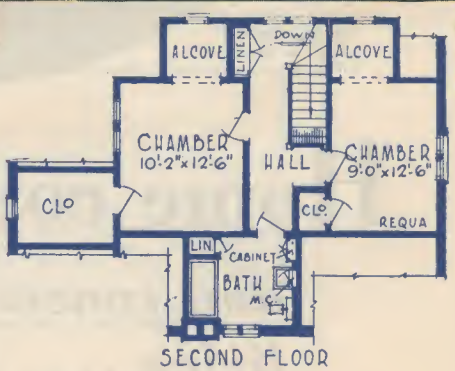
A modern stairway with graceful balustrade.

The REQUA

THE Requa possesses taste and distinction. The unique chimney and bricked-in porch at the side are exclusive. The six large rooms are well planned. Chambers are provided with private alcoves and large closets. Model kitchen conveniences are provided. Size is 39 feet 2 inches wide by 27 feet deep.

The pleasing picture below is an interior view of the cheerful and livable sunroom.





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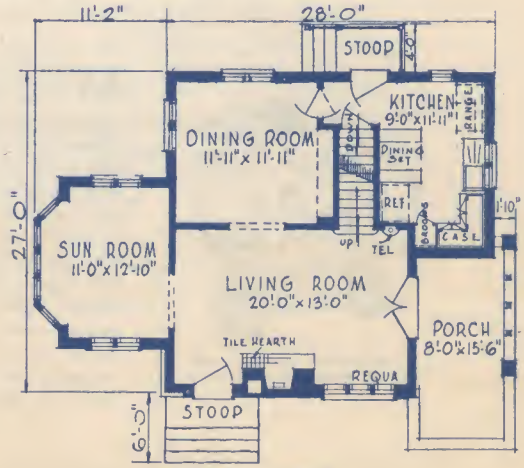

FIRST FLOOR

LAMAO MAHOGANY

Something new and distinctive? We have it!

LAMAO MAHOGANY Trim, Doors and Stairwork — rich in color and figure — easy to work and finish.

The price is surprisingly low, no more than common hardwoods.

The use of LAMAO will add much to the value of your property, yet not increase the cost.

HENRY E. MALLUE & BRO., Inc.

LATH SHINGLES ~LUMBER~ MILL WORK

PHONE FILLMORE 2057~ OFFICE, YARDS AND MILL ~ 1698~1712 GENESEE ST.

BUFFALO, N.Y.

"WHERE THE GREATEST NUMBER GET THEIR LUMBER"

Characterful Walls and Ceilings—

Just as Upson Board is the nearest perfect material for walls and ceilings, so it is an ideal material for reclaimed waste space everywhere. Upsonizing the attic will cut fuel bills, add space, such as a play room or extra bedroom, workshop, laundry or fruit closet. Upson Board can be used in many places with fine results.

Reflect Pride, Personality and Refinement!

Your home is YOU!

It is considered by the community in which you live as an index of character—the outward sign of your education, ambitions and wealth.

Many an unthinking man or woman has been harshly and unfairly judged because of unsightly cracks in walls and ceilings. Such things are apt to be considered an indication of lack of pride or even straitened circumstances.

Perhaps you, like hundreds of others, have hesitated to incur the expense, dirt and confusion of replastering, knowing that such repairs are only temporary—that sooner or later the fragile plaster will again crack or fall—necessitating still other repairs.

Why not do away with ceiling repairs forever? Use

UPSON PROCESSED **BOARD**

Once up, an Upson Board ceiling can never crack or fall—jars and vibrations have no effect on the light, sturdy panels of your Upson Board ceiling.

Upson Board, moreover, is *waterproofed* before leaving the factory and will not be affected by steam, moisture or even ordinary leaks.

Then, too, Upson Board comes "pre-sized", thus saving the expensive priming or sizing coat which ordinary materials require before finishing. The saving amounts to between $5 and $15 per thousand feet in finishing costs alone.

Upson Board is a time-tested and approved interior lining. It has an enviable record of less than one complaint to every eight million feet sold and used.

Such authorities as Good Housekeeping Institute and the Modern Priscilla Proving Plant grant Upson Board their unqualified approval.

In addition—we add our own personal guarantee of satisfaction—knowing that Upson Board is the best lining available for walls and ceilings.

Upson Fibre-Tile brings Color, Life and Beauty into the Bath and Kitchen

Color is magically transforming dull, dingy kitchens!

Ugly bathrooms and dark laundries, too, are being changed into rooms that charm and satisfy.

Upson Fibre-Tile is the first practical answer to this present day vogue of color on walls and ceilings in the bath and kitchen.

Upson Fibre-Tile is Upson Board with a special hard, smooth surface and permanent, tile-like indentations. Like Upson Board it is applied right over the old wall. It comes *unfinished* —so it may be finished in any of the new, lovely color treatments so popular in the most expensive homes.

When applied and finished—it costs only about 1/10th as much as Ceramic tile.

Upson Fibre-Tile, when finished, is fire-retarding and moisture-proof—even ordinary leaks will not affect it.

Both Upson Board and Upson Fibre-Tile are applied with Upson Self-Clinching Fasteners—a patented device which anchors the board invisibly from the back—leaving the panels free from nail holes.

Try Upson Board or Fibre-Tile in one room—then you'll want them throughout the whole house!

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